



AEG STRATEGIC PLAN

Goals and Objectives

1

Communication Goal

To improve the AEG experience and communicate it effectively

Objectives

- 1.1 Advocate for the profession through public and private outreach.
- 1.2 Enhance external awareness by strengthening the AEG brand.
- 1.3 Communicate internally in a cohesive and effective manner.
- 1.4 Advocate for the Association and its members.

2

Profession Goal

To promote and advance the value of applied geology for the public good

Objectives

- 2.1 Improve the utility and visibility of the AEG professional network.
- 2.2 Offer professional development opportunities.

3

Membership Goal

To provide applied geology professionals a place to thrive personally and professionally

Objectives

- 3.1 Provide membership benefits designed around members' needs, expectations and values.
- 3.2 Engage applied geologists, non-renewing past members and graduating student members to begin or continue their AEG membership and involvement.
- 3.3 Create opportunities for volunteer leadership, growth, and engagement.